Abstract of the Disclosure

A software-based syndication and filtering platform for a first Web server hosted by a first enterprise has a rules-based filter for interacting with communications from customers of the first enterprise, the communications coming from a second Web-site of a second enterprise, and a discrimination layer for providing specific services to said customers according to one or more characteristics of the Web site of the second enterprise. In some cases there is also a layer for interacting with a third Web server hosted by a third enterprise. In preferred embodiments the services include a broad range of transaction capabilities.